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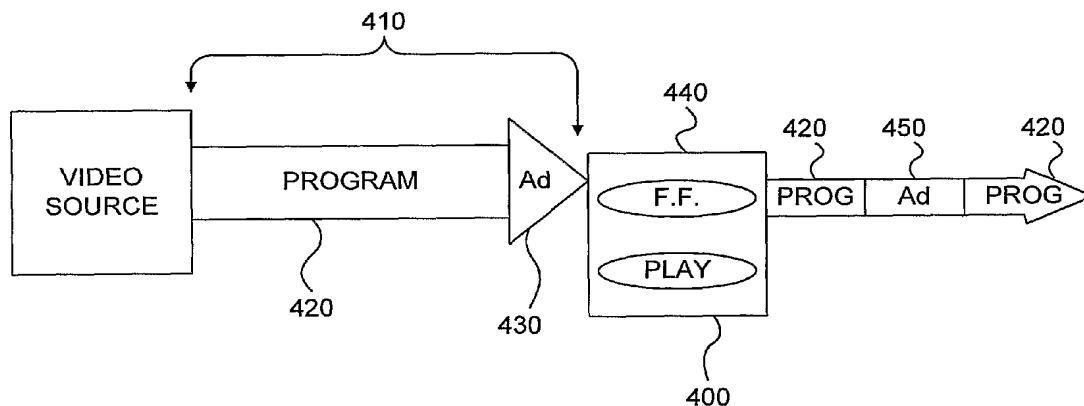
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(54) Title: NETWORKED MULTI-ROOM SYSTEM AD INSERTION



(57) Abstract: Networked multi-room system ad insertion. Replacement material can be inserted into a presentation from a tuned source in a networked multi-room system (NMS) with a primary device and at least one remote device. Ad-insertion tags in the presentation correspond with commercial breaks in the presentation. Replacement material, such as new commercials, that may be user specific, can be inserted at the tags. The presentation can be recorded to a DVD or played from the primary device to remote devices in the NMS. Different devices could display the same presentation, but with different commercials.

## INTERNATIONAL SEARCH REPORT

International application No

PCT/US2006/010764

## A. CLASSIFICATION OF SUBJECT MATTER

INV. H04N7/173

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

H04N

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2004/221304 A1 (SPARRELL CARLTON J ET AL) 4 November 2004 (2004-11-04)	1-24
X	abstract paragraph [0010] - paragraph [0015] paragraphs [0027], [0029], [0031] paragraph [0034] - paragraph [0038] figures 1,5-7 claim 1	25,26
Y	US 2003/108336 A1 (SCHRAMMEL JOHANNES PETER) 12 June 2003 (2003-06-12) paragraph [0001] - paragraph [0008] paragraph [0022] paragraph [0026]	1-24

☒ Further documents are listed in the continuation of Box C.☒ See patent family annex.

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International application No  
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C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2004/128682 A1 (LIGA KEVIN ET AL) 1 July 2004 (2004-07-01) abstract paragraph [0011] - paragraph [0018] paragraph [0041] paragraph [0066] - paragraph [0083] figures 5,6 -----	1-26
A	US 2002/178445 A1 (ELDERING CHARLES ET AL) 28 November 2002 (2002-11-28) paragraph [0023] - paragraph [0025] paragraph [0056] figures 5-7 -----	1-26

# INTERNATIONAL SEARCH REPORT

Information on patent family members

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